In the Matter of)	
)	
Framework for Broadband Internet Service)	GN Docket No. 10-127
)	

DECLARATION OF SETH HOGAN

1. My name is Seth Hogan, and I am Vice-President, High Speed Internet Strategy and Product Management at Cox Communications, Inc. ("Cox").

2. I am providing this declaration in connection with Cox's comments on the Notice of Inquiry on the framework for broadband Internet service, GN Docket No. 10-127.

3. In my position as Vice-President, High Speed Internet Strategy and Product Management, I am responsible for the design, development, and product management of Cox High Speed Internet, Cox's residential broadband Internet service. The information in this declaration is based on my personal knowledge of Cox's Internet service offerings and on information contained in Cox's comments in the Commission's proceeding on the appropriate regulatory treatment of cable modem service, which were filed in GN Docket No. 00-185 on December 1, 2000.

4. As described in Cox's earlier comments, in 2000 Cox had nearly 400,000 high speed Internet customers. Today, Cox has more than 4 million high speed Internet customers, more than a ten-fold increase over the last ten years.

5. Cox has built its customer base, in part, through a commitment to network improvements and upgrades. Since 1996, Cox has invested more than $16 billion in its network.

6. The upgrades to the Cox network have encompassed nearly every element of the network. They have included:

   - Increasing Cox's broadband service footprint to encompass more than 99.58% of the households passed by Cox's facilities.

   - Creating a national fiber backbone that carries Internet and voice traffic, with 14,000 route miles of fiber deployed;

   - Deploying a ring-in-ring fiber architecture in Cox's local distribution plant that is more reliable than incumbent telephone networks;

- Increasing the capacity of the last-mile coaxial cable, first to 750 MHz and more recently increasing capacity to 1 GHz across most of our network; and

- Implementing upgrades to the underlying cable modem software, first to DOCSIS 2.0 and then to DOCSIS 3.0, as well as implementing PowerBoost and other technologies to provide a better Internet experience.

7. These upgrades have allowed Cox to improve the service it offers to its customers. The dedicated fiber backbone allows Cox to maintain service quality, ensure better security, manage its capacity more efficiently and route traffic more effectively. Having a dedicated fiber backbone also improves reliability through redundancy and active monitoring. The upgrades also have enabled Cox to increase the speeds it offers its customers dramatically. While Cox offered 3 Mbps downstream/256 Kbps upstream service in 2000, today customers have a range of choices, with a standard offering of 12 Mbps downstream/768 kbps upstream and services as fast as 50 Mbps downstream where Cox has implemented DOCSIS 3.0. Customers who have PowerBoost experience downloads that are even faster than Cox's stated speeds in many cases, which is particularly important for customers who want to download videos or other large files.

8. Cox's Internet service is not merely a transmission service, and it never has been marketed to consumers that way. Just as in 2000, Cox's Internet service includes domain name service, encryption of customer content, protocol conversion and protocol processing. In fact, the service could not operate without these functionalities. Cox also continues to include email as part of its Internet service, and now has approximately 5 million active email accounts. For more than ten years, Cox also has provided customers the ability to create personal web sites, and currently has close to 500,000 web site accounts.

9. In addition, since 2000 Cox has continued to enhance its broadband Internet service to make it more attractive to prospective customers. In addition to speed increases and the implementation of PowerBoost, Cox has improved the email component of the service by adding anti-spam features and Cox offers the service to consumers with these functions as well. Cox now provides its customers with the ability to download anti-virus software, which has become essential in the current Internet environment. This software also includes anti-spyware, anti-phishing and anti-spam functions, parental controls, firewall protection and identity protection. Cox has added cloud data storage to permit customers to store files online, as backups or to share with other Internet users. This feature is used by close to 60,000 customers, who store over 32 terabytes of data.

10. Cox also has integrated unique content into its service offering. In 2000, this content largely took the form of local web pages available to Cox customers. Since that time, Cox has added access to ESPN3 (formerly ESPN360), which provides access to live sports, and Nick Jr. Boost, which provides educational content for children. These features are offered and available free to Cox broadband Internet service customers, but are not made available by Cox to non-

customers or to customers who purchase video or telephone but not Internet service.

11. All of these features are offered by Cox on an integrated basis. Email, spam filtering, anti-virus software, personal web pages, online storage, ESPN3 and Nick Jr. Boost, are not offered to customers separately by Cox. They are available from Cox only as part of Cox's broadband Internet service.

I declare under penalty of perjury that the foregoing is true and correct.

Executed on July 15, 2010.

Seth Hogan
Vice-President, High Speed Internet Strategy and
Product Management
Cox Communications, Inc.